

ABSTRACT

An imaging apparatus includes an imaging device to photograph an object and to convert an image of the object into an electronic image signal, a feature detection device to conduct a feature detection for a white balance control in accordance with the image signal, a white balance control device to conduct the white balance control by using a result of the feature detection device, a zoom area selection device to select the zoom area of the image signal in accordance with the imaging device, a display device to display the image signal of the area selected by the zoom area selection device, and a feature detection area selection device for a selecting area to conduct the feature detection for the white balance control.

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